Seaside School, Inc

Minutes

February Development Committee Meeting

February Development Committee Meeting

Date and Time
Tuesday February 7, 2023 at 8:00 AM

Location
Virtual

Development Committee Meeting
Tuesday, Feb 7 · 8–9 AM
Google Meet joining info
Video call link: https://meet.google.com/sfi-jnpy-jyo

Committee Members Present
C. Lewis (remote), D. Lilienthal (remote), M. Kerrigan (remote), M. Uhlfelder (remote)

Committee Members Absent
L. Blue

Guests Present
Bobby Parker (remote), Casey King (remote), Dana Hann (remote), G. Latour, J. Robbins (remote), Jon Ward (remote), T. Horton (remote), Tucker Brooks (remote)

I. Opening Items

    A.

Record Attendance

B. Call the Meeting to Order

M. Kerrigan called a meeting of the Development Committee of Seaside School, Inc to order on Tuesday Feb 7, 2023 at 8:04 AM.

C. Approve Minutes

D. Lilienthal made a motion to approve the minutes from Development Meeting on 01-10-23.
M. Uhlfelder seconded the motion.
The committee **VOTED** to approve the motion.

II. Development

A. Technology Update

Mike Wintrode and Teddy from Tecaba are working to get "Race Ready".

Kim is working to get the RCA app shared with students. A computer component is need to run the app on school screen.

B. Building and Grounds Update

Movement in and around campus has been challenging because

- Grass Seed on the Lawn - kids are not able to be on the lawn.
- Painters on the deck - kids are not able to traverse the deck.
- Tree Trimers on the front - kids are not able to traverse the front deck.

Michelle will work to connect school for the weekly Seaside merchant meetings.

Discussion was had about contractor check-in protocol.

Joy will add the discussion about the "Trespassing Document" to the Governance Committee Meeting.

C. Enrollment Update

No update this month.

D. School Marketing

Bobby Parker has complete the marketing strategy:

- Ads in Life Publications - print and digital (6000 clicks
- WJHG TV Interview

• SNS School Tours and SCHS Information Sessions have been well attended.

Bobby Parker walked everyone through the the new website and the public portal of BoardOnTrack.

Conversations about school naming/bringing are on going with SCDC.

III. Seaside School Foundation Update

A. Fundraising Update

No Update

B. Fundraising Events

A slate of VIP, major donor, and key influencer events are schedule for Race weekend.

C. Event Marketing Update

Race marketing has shifted away from registration and towards showcasing the School and foundation.

IV. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:10 AM.

Respectfully Submitted,
M. Kerrigan